

## AMENDMENTS TO THE CLAIMS

Kindly amend claims 28-37 as indicated

Kindly cancel claims 38-77.

Kindly add new claims as indicated

Claims 1-27. (cancelled).

Claim 28. (currently amended): A method for performing ~~network-based transactions~~ a real-time transaction across the World Wide Web comprising:

receiving a transaction request from an end user for a transactional service selected from a plurality of transactional services managed by at least one web merchant, content provider or context provider on the World Wide Web, ~~wherein the transaction request is transmitted over a managed connection;~~ said plurality of transactional services represented or referenced in a virtual information store;

routing a network object associated with a web media content service;

~~accessing an object associated with the transactional service, wherein the object includes an interface that exposes a same set of business functionalities and acceptable parameters to multiple services;~~

initiating at least one transactional application corresponding to the web media content service ~~transactional service~~; and

executing ~~the at least one~~ said transactional application, including utilizing the said object to complete a real-time transaction between said end user and said web merchant or content provider.

Claim 29. (previously presented): The method of Claim 28, further comprising executing the transaction request interactively.

Claim 30. (currently amended): The method of Claim 28, wherein ~~the at least one~~ said web merchant or content provider or context provider provides services selected from a group consisting of: multi-media messaging, archival management, retrieval management, directory services, data staging, conferencing, financial services, home banking, risk management, payroll services, and human resources services and online purchasing.

Claim 31. (currently amended): The method of Claim 28, wherein the transaction request is at least one of a group consisting of: a deposit into a bank account, a request for a loan from a bank, a purchase of a car from a car dealership, ~~and~~ a purchase of a car with financing from a bank.

Claim 32. (currently amended): The method of claim 28, wherein the transactional service is provided using a service network over an IP-based ~~facilities~~ network.

Claim 33. (previously presented): The method of Claim 28, wherein the transaction service is implemented to function as a routing switch within an application layer of an OSI model.

Claim 34. (currently amended): The method of Claim 28, wherein the transaction request is processed by more than one ~~[[W]]~~web merchant.

Claim 35. (previously presented): The method of Claim 28, further comprising receiving non-end user input to select the transaction request.

Claim 36. (previously presented): The method of Claim 28, further comprising prioritizing a plurality of additional transaction requests while processing the transaction request.

Claim 37. (currently amended): The method of Claim 28, further comprising performing at least one service selected from a group consisting of: applying security management to ~~the~~ a managed connection, applying fault management to ~~the~~ a managed connection, applying configuration management to ~~the~~ a managed connection, applying performance management to ~~the~~ a managed connection, and applying billing management to ~~the~~ a managed connection.

Claims 38-77. (cancelled).

Claim 78. (new): A real-time online, two-way transaction service operating on the Worldwide Web comprising:

- a content manager executing on a first server supporting a first web page on the World Wide Web, said content manager allowing access by a user to a plurality of possible transactions from a plurality of sellers;

- a user transaction manager allowing said user to enter into a first transaction using a second web page;

- an account settling manager allowing said user to communicate with a payment program running on a second server remote from said first server, wherein said user can settle an account relating to said first transaction;

- a switching component that temporarily switches said user from said first server to said second server to allow settling of said account;

- a communication module allowing said user to communicate with at least one of said sellers by electronic mail.

Claim 79. (new): The real-time online transaction service operating on the Worldwide Web of claim 78 wherein said switching component switches said user back from said second server to said first server when said account is settled.

Claim 80. (new): The real-time online transaction service operating on the Worldwide Web of claim 78 wherein said content manager also provides web advertising.

Claim 81. (new): The real-time online transaction service operating on the Worldwide Web of claim 78 further comprising a routine that redirects a user to a web page supported by a merchant running on a third server that offers additional possible transactions not visible on a web page on said first server.

Claim 82. (new): The real-time online transaction service of claim 78 further comprising providing a component that rates a merchant based on past transactions by that merchant.

Claim 83. (new): The real-time online transaction service of claim 78 further comprising providing a component that rates a user based on past transactions by that user.

Claim 84. (new): The real-time online transaction service of claim 78 wherein said user transaction manager allows said user to enter into a second transaction on a third web page, and wherein said user settles said account for both said first and second transactions simultaneously.

Claim 85. (new): The real-time online transaction service of claim 78 further comprising a merchandise manager tracking a particular category of merchandise for a particular user, said merchandise manager sending a message to a user when said particular category of merchandise is available.

Claim 86. (new): The real-time online transaction service of claim 78 wherein said second web page contains a link to at least one other web page.

Claim 87. (new): A method of permitting an online transaction in real-time on the World Wide Web comprising the steps of:

- presenting a first web page from a first server allowing a user to choose a transaction from a plurality of possible transactions;

- presenting a second web page allowing said user to interactively enter into said transaction with a particular seller;

- switching said user from said first server to a payment server remote from said first server allowing said user to interactively settle said transaction;

- allowing said user to communicate by electronic mail with said seller.

Claim 88. (new): The method of claim 87 further comprising the step of switching said user back from said payment server to said first server when said transaction is settled.

Claim 89. (new): The method of claim 87 further comprising the step of presenting a second web page allowing said user to interactively enter into a second transaction with a different particular seller, and wherein said user interactively settles both transactions simultaneously.

Claim 90. (new): The method of claim 87 further comprising notifying a user when a particular item of merchandise is available.

Claim 91. (new): The method of claim 87 wherein said second web page contains a link to at least one other web page.

Claim 92. (new): the method of claim 87 wherein said first web page contains a link to at least one other web page.

Claim 93. (new): A system for purchasing a vehicle on the World Wide Web comprising:

- a transaction manager system running on a first server presenting a first web page on the World Wide Web allowing a buyer to choose a category of vehicle;

- a merchandise presentation system for presenting a plurality of vehicles for sale in said category on a second web page;

a vehicle presentation system for presenting information about a particular vehicle to said buyer and information about a seller of said vehicle on a third web page;

a switching component providing content to said buyer from a financing service, said content being located on a server remote from said first server, said switching component routing a quote from said financing service to said buyer;

a sales component allowing said buyer to purchase said particular vehicle from said seller obtaining financing from said financing service;

a communications component allowing said buyer to communicate with said seller by electronic mail.

Claim 94. (new): The system for purchasing a vehicle on the World Wide Web of claim 93 wherein said financing service provides online approval for said financing.

Claim 95. (new): The system for purchasing a vehicle on the World Wide Web of claim 93 wherein said switching component provides the financing service with information concerning said buyer.

Claim 96. (new): The system for purchasing a vehicle of claim 93 further comprising providing a component that rates a seller based on past transactions by that seller.



Claim 97. (new): The system for purchasing a vehicle of claim 93 further comprising providing a component that rates a user based on past transactions by that user.

Claim 98. (new): The system for purchasing a vehicle of claim 93 wherein said third web page contains a link to at least one other web page.

Claim 99. (new): A system for creating an online merchant comprising:

- a content manager running on a first web server presenting a web page on the World Wide Web allowing a user to choose a category of services from a plurality of categories;

- said content manager also allowing a merchant to present a plurality of merchandise selections on a merchant web page, wherein said merchandise selections belong to at least one of said categories;

- said content manager allowing a user to select one of said categories and switching said user to said merchant web page upon selection of a particular category;

- a transaction manager allowing said user to enter into a real-time transaction with said merchant with respect to a first particular piece of merchandise; and wherein said transaction manager switches said user to content from a web page provided by a transaction settlement service

running on a second server remote from said first server, wherein said user can settle said transaction;

a mail service module that allows said user to communicate with said merchant by electronic mail.

Claim 100. (new): The system for creating an online merchant of claim 99 further comprising a feedback module providing feedback concerning said merchant to said user.

Claim 101. (new): The system for creating an online merchant of claim 99 further comprising a feedback module providing feedback concerning said user to said merchant.

Claim 102. (new): The system for creating an online merchant of claim 99 further comprising placing advertising on said first web page.

Claim 103. (new): The system for creating an online merchant of claim 99 further comprising placing advertising on said merchant web page.

Claim 104. (new): The system for creating an online merchant of claim 99 wherein said transaction manager switches said user from a transaction web page for a single product to said merchant web page.

Claim 105. (new): The system for creating an online merchant of claim 99 wherein said first web page contains a link to said merchant web page.

Claim 106. (new): The system for creating an online merchant of claim 99 wherein said content manager allows said user to select a second category of merchandise and said transaction manager allows said user to enter into a real-time transaction for a second particular piece of merchandise different from said first particular piece of merchandise and wherein said settlement service allows said user to settle an account for both said first and second particular piece of merchandise simultaneously.

Claim 107. (new): The system for creating an online merchant of claim 99 further comprising a merchandise manager tracking a particular category of merchandise for a particular user, said merchandise manager sending a message to a user when said particular category of merchandise is available.

Claim 108. (new): A real-time online, two-way transaction service operating on the World Wide Web comprising:

a content manager executing on a first server supporting a first web page on the World Wide Web, said content manager allowing access by a user to a plurality of possible transactions from a plurality of sellers;

a user transaction manager allowing said user to enter into a first real-time transaction using a second web page, said user transaction manager also allowing said user to enter into a second real-time transaction using a third web page;

an account settling manager allowing said user to communicate with a payment program running on a second server remote from said first server, wherein said user can settle an account relating to said first transaction and said second transaction simultaneously;

a switching component that temporarily switches said user from said first server to said second server to allow settling of said account;

a communication module allowing said user to communicate with at least one of said sellers by electronic mail.

Claim 109. (new): The real-time online transaction service operating on the World Wide Web of claim 108 wherein said switching component switches said user back from said second server to said first server when said account is settled.

Claim 110. (new): The real-time online transaction service operating on the World Wide Web of claim 108 wherein said content manager also provides web advertising.

Claim 111. (new): The real-time online transaction service operating on the World Wide Web of claim 108 further comprising a routine that redirects a user to a web

page supported by a merchant running on a third server that offers additional possible transactions not visible on a web page on said first server.

Claim 112. (new): The real-time online transaction service of claim 108 further comprising providing a component that rates a merchant based on past transactions by that merchant.

Claim 113. (new): The real-time online transaction service of claim 108 further comprising providing a component that rates a user based on past transactions by that user.

Claim 114. (new): The real-time online transaction service of claim 108 further comprising a feedback module wherein said user receives feedback concerning said merchant.

Claim 115. (new): The real-time online transaction service of claim 108 further comprising a feedback module wherein said merchant receives feedback concerning said user.

Claim 116. (new): The real-time online transaction service of claim 108 further comprising a merchandise manager tracking a particular category of merchandise for a particular user, said merchandise manager sending a message to a user when said particular category of merchandise is available.

Claim 117. (new): The real-time online transaction service of claim 108 wherein either said second or said third web page contains a link to some other web page.